What is claimed is:

- 1. A network-based sales system comprising:
- a merchant computer sending an order of a
 product;
 - a defining unit; and
- a distribution managing computer, wherein said defining unit defines a bar code of said product in response to said order, and notifies said distribution managing computer of said bar code, and wherein
- 10 said distribution managing computer manages distribution of said product based on said bar code.
 - 2. A network-based sales system comprising:
 - a merchant computer sending an order of a product;
 - a defining unit; and
 - a production managing computer, wherein said defining unit defines a bar code of said product in response to said order, and notifies said production managing computer of said bar code, and wherein
- said production managing computer manages production of said product based on said bar code.
 - The network-based sales system comprising:

a merchant computer sending an order of a product;

a defining unit; and

- an EDP (Electronic Data Processing) system, wherein said defining unit defines a bar code of said product in response to said order, and notifies said EDP system of said bar code, and said EDP system manages stock of a merchant based on said bar code.
 - 4. A network-based sales system comprising: a merchant computer sending an order of a product;

a defining unit;

registered bar codes for formally-registered products are registered, wherein said defining unit accesses said formal product master database in response to said order to see if a product bar code for said product is registered as one of said registered bar codes, and defines said product bar code of said product to register said product bar code into said formal product master database as one of said registered bar codes when said product bar code for said product is not registered as one of said registered bar codes.

- 5. The network-based sales system according to claim 4, further comprising a distribution managing computer, wherein said defining unit notifies said distribution managing computer of said product bar code, and said distribution managing computer manages distribution of said product based on said product bar code.
- 6. The network-based sales system according to claim 4, further comprising a production managing computer, wherein said defining unit notifies said production managing computer of said
 5 production bar code, and said production managing computer manages production of said product based on said product bar code.
 - 7. The network-based sales system according to claim 4, further comprising an EDP system, wherein said defining notifies said EDP system of said product bar code, and said EDP system manages stock of a merchant based on said product bar code.
 - 8. The network-based sales system according to claim 4, further comprising:
 - a tentative product master database having tentative product data concerning tentatively-

data.

5 registered products, wherein said defining unit extracts formal product data concerning said product from said tentative product master database to register said formal product data to said formal product master database when said product is registered as one of said tentatively-

registered products.

- 9. The network-based sales system according to claim 8, wherein said tentative product data comprises prices of said tentatively-registered products, and said formal product data comprises a price of said product.
- 10. The network-based sales system according to claim 8, further comprising a distribution managing computer, wherein said defining unit notifies said distribution managing computer of said product bar code and said formal product data, and said distribution managing computer manages distribution of said product based on said product bar code and said formal product
- 11. The network-based sales system according to claim 8, further comprising a production managing computer, wherein said defining unit notifies

said production managing computer of said

- production bar code and said formal product data, and said production managing computer manages production of said product based on said product bar code and said formal product data.
 - 12. The network-based sales system according to claim 8, further comprising an EDP system, wherein said defining notifies said EDP system of said product bar code and said formal product data, and said EDP system manages stock of a merchant based on said product bar code and said formal product data.
 - 13. A network-based bar code defining system comprising:

an order receiving unit receiving an order of a product through a computer network;

- a defining unit defining a bar code of said product in response to said order.
 - 14. A network-based sales method comprising: sending an order of a product through a computer network;

defining a bar code of said product in response to said order; and

managing distribution of said product based

on said bar code.

15. A network-based sales method comprising: sending an order of a product through a computer network;

defining a bar code of said product in 5 response to said order; and

managing production of said product based on said bar code.

16. A network-based sales method comprising: sending an order of a product through a computer network;

defining a bar code of said product in 5 response to said order; and

managing stock of a merchant based on said bar code.

- 17. A network-based sales method comprising:

 providing a formal product master database
 to which registered bar codes for formallyregistered products are registered;
- sending an order of a product;

 accessing said formal product master

 database in response to said order to see if a

 product bar code for said product is registered

 as one of said registered bar codes;

- product to register said product bar code into said formal product master database as one of said registered bar codes when said product bar code for said product is not registered as one of said registered bar codes.
 - 18. A network-based method of defining a bar code of a product, comprising:

receiving an order of a product through a computer network;

5 defining a bar code of said product in response to said order.